



# Shaharyar Feroz

## WordPress Developer

Elementor | Custom Plugins | APIs | Booking Systems

Karachi, Pakistan | +92 306 2645646

contact@shaharyarferoz.com

Portfolio: [shaharyarferoz.com](https://shaharyarferoz.com)

### PROFESSIONAL SUMMARY

WordPress Developer with experience since 2019, specializing in WordPress, Elementor, WooCommerce, Shopify, custom plugin development, booking systems, automation workflows, and API integrations. Experienced in building responsive business websites, custom PHP solutions, and integration-focused tools for service businesses, rental companies, e-commerce brands, and custom order-management platforms.

### PROFESSIONAL EXPERIENCE

#### Freelance / Independent Web Developer 2019 - Present

- Design and develop WordPress and custom web solutions for service-based businesses, rental platforms, startups, and e-commerce brands.
- Build responsive websites using Elementor, WPBakery, WooCommerce, Shopify, PHP, Laravel, Next.js, HTML, CSS, and JavaScript.
- Develop custom WordPress plugins, booking forms, lead-generation flows, admin-friendly features, and reusable website components.
- Integrate Zapier, Google Calendar, payment flows, order systems, tracking workflows, and third-party APIs to automate operations.
- Improve existing websites through UI refinements, responsive fixes, performance optimization, bug fixing, and clean content structure.

### CORE EXPERTISE

#### WordPress Development

Elementor builds, WPBakery updates, WooCommerce setup, theme customization, admin-friendly editing workflows, and website maintenance.

#### Custom Plugin Development

Custom post types, shortcode-based modules, WPForms integrations, WooCommerce extensions, payment flows, and secure API communication.

#### Automation & API Integration

Custom API development, third-party API integration, Zapier workflows, Google Calendar scheduling, booking-system automation, and order synchronization.

#### Business-Focused Delivery

Conversion-focused pages, mobile responsiveness, performance improvements, inquiry flows, and clean website structure.

### CONTACT

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### TECHNICAL STACK

- WordPress
- Elementor
- WPBakery
- WooCommerce
- Shopify
- PHP
- Laravel
- Next.js
- JavaScript
- HTML / CSS

### SPECIALIZATIONS

- Custom plugin development
- Custom API development
- Third-party API integration
- Booking form development
- WPForms automation
- WooCommerce extensions
- Zapier automation
- Google Calendar integration
- Website redesign
- Speed optimization

### AVAILABILITY

Available for remote, project-based WordPress development, custom plugin work, API integrations, and website improvement projects.

## SELECTED WEBSITE PROJECTS

### Senzela Jade

[senzelajade.com](https://senzelajade.com)

Fashion e-commerce website with WooCommerce product catalogue, preorder flow support, waitlist functionality, and custom integration work.

### Car Rent Dubai

[carrentdubai.ae](https://carrentdubai.ae)

Car rental website with vehicle categories, service pages, inquiry flow, and conversion-focused presentation.

### Flyt KBH

[flytkbh.dk](https://flytkbh.dk)

Moving-service website with clear service sections, responsive layout, inquiry-focused navigation, and business-ready content structure.

### Prestige Bilvask

[prestigebilvask.dk](https://prestigebilvask.dk)

Professional car wash and detailing website with clean service sections, contact options, and responsive user experience.

### Senzela Jade CustomOrders

[senzelajade.customorders.io](https://senzelajade.customorders.io)

Custom order-management / preorder portal integrated with WooCommerce, payment flow, customer data, order status, and fulfillment workflows.

### Prestige Yacht Rental

[prestigeyachtrental.ae](https://prestigeyachtrental.ae)

Premium yacht rental website with luxury positioning, booking inquiry flow, responsive layout, and clear service presentation.

### Bilvask Danmark

[bilvaskdanmark.dk](https://bilvaskdanmark.dk)

Car wash service website with service details, pricing presentation, booking/contact flow, and mobile-responsive design.

## CUSTOM PLUGIN DEVELOPMENT HIGHLIGHTS

### WPForms Cars Slider - [3skrotpriser.dk/#cars](https://3skrotpriser.dk/#cars)

Built a WordPress plugin that captures WPForms car submissions, saves entries as a custom post type, extracts uploaded vehicle images, stores car metadata, and displays the latest cars in an auto-scrolling responsive slider via shortcode.

### CustomOrders.io Integration - [senzelajade.com](https://senzelajade.com) / [senzelajade.customorders.io](https://senzelajade.customorders.io)

Developed a WooCommerce-to-CustomOrders.io integration using PHP, WordPress hooks, REST endpoints, HMAC-signed API requests, idempotent order sync, 30% upfront payment workflow, retry scheduling, admin sync tools, waitlist functionality, and traffic-origin tracking.

## TECHNICAL SKILLS

WordPress Elementor WPBakery WooCommerce Shopify PHP Laravel Next.js JavaScript HTML CSS  
Custom Plugins WPForms REST APIs HMAC Auth Custom APIs Third-party APIs Zapier Google Calendar  
Booking Forms Order Sync Payment Flows Responsive Design Speed Optimization

## SERVICES OFFERED

- WordPress website design and development using Elementor, WPBakery, WooCommerce, or custom-coded solutions.
- Custom plugin development, PHP features, custom API development, third-party integrations, and automation workflows.
- Booking forms, WPForms automation, Zapier workflows, Google Calendar integration, order sync, and lead-generation systems.
- Website redesign, responsive fixes, bug fixing, speed optimization, landing pages, and ongoing maintenance.